

"Brilliantly written, completely engaging and one of THE most valuable books you will ever read (regardless of whether you are a salesperson or not). Mark delivers the essential guide for anyone who strives to be a superstar in their profession."

-Peggy McColl

New York Times Best-Selling Author of *Your Destiny Switch*

HOW TO BE A SALES SUPERSTAR

Break All the Rules and Succeed While Doing It

By Mark Tewart

These days, making the sale is tougher than ever. That's why sales professionals and business owners who want to be the best they can be need more than just smooth talk to make it in the business. Selling is a job that requires an updated toolkit for real, lasting success. Traditional sales training and techniques are actually hurting you more than helping you. Discover the secrets that only sales superstars know and break the bondage of traditional sales mediocrity.

HOW TO BE A SALES SUPERSTAR: *Break All the Rules and Succeed While Doing It* by MARK TEWART (Wiley; Oct. 2008; \$24.95; Hardcover) teaches salespeople all the specialized skills they need to be a superstar and shows them how to implement those skills immediately. Readers will master:

- **PEOPLE SKILLS:** It's not just about relating to people, but being able to read them. When your customer speaks, you need to be able to understand what they are saying.
- **LIFE SKILLS:** These are everyday skills you do without having to think or blink. You will learn why 90% of sales people fail and how to avoid their mistakes.
- **MARKETING SKILLS:** Turning up at a cocktail party and handing out your card is no way to market yourself. The real winners are out somewhere doing business, not working a room.
- **SALES SKILLS:** You don't need a "magic button" to overcome objections. Sales today is about being proactive, not waiting for the customer to tell you your next move.

Every salesperson has the potential to take his or her career to superstar heights. But the old fashioned ways of doing business no longer guarantee that outcome. To achieve success, today's salesperson needs a new plan – one that addresses the full spectrum of the sales experience.

HOW TO BE A SALES SUPERSTAR will break the old rules and serve up a new game plan for the 21st century.

ABOUT THE AUTHOR

MARK TEWART (Lebanon, OH) is an internationally recognized sales expert with more than 25 years of experience. The president and founder of four successful companies, he was one of the youngest executive managers in the country at the age of 27. He has spoken to over 2,000 audiences since 1993 and markets and performs over 100 seminars per year.

For Further Information and to receive Loads of Bonuses and the first chapter of the book for free,
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